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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR**1952**

january

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february

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, AUGUST 18, 1952

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Monday	ALEXANDER'S DEPT. STORES	860 5TH, APT. 11-L
August 18	Private breakfast preview for the press of back-to-school fashions. By 11:00 A.M. invitation only. Fashion Director: Lita Hassard, CY. 8-2000, Ext. 80.	
Cancelled	HEARN'S PRESS PREVIEW OF COLLEGE FASHIONS, ORIGINALLY SCHEDULED FOR	
August 19	TUESDAY, AUGUST 19 AT 9:30 A.M., HAS BEEN CANCELLED.	
Wednesday	KRESGE-NEWARK	8TH FLOOR
August 20	Informal showings of college fashions will be held beginning Wed., Aug. 12:30 P.M. 20, in the 8th floor Thimbleberry Room, at 12:30 P.M. and 6:00 P.M. daily. Open to public. Contact: Jeannette Smith, Mitchell 2-8000, Ext. 202.	
Thursday	MARTIN'S (BROOKLYN)	5TH FLOOR
August 21	Press preview of teen-age back-to-school fashions at breakfast. By 10:00 A.M. invitation only. (<u>Showing for public: Sat., Aug. 23, at 11:00 A.M.</u>)	
Breakfast	Publicity: Juli Daves, TR. 5-3100, Ext. 355.	
Thursday	NAMM-LOESER'S	FUR DEPT.-2ND FLOOR
August 21	A showing of college and career fashions. Press invited. Open to 6:00 P.M. public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	
Cancelled	HEARN'S PRESS PREVIEW OF BACK-TO-SCHOOL FASHIONS, ORIGINALLY SCHEDULED	
August 25	FOR MONDAY, AUGUST 25 AT 9:30 A.M., HAS BEEN CANCELLED.	
Wednesday	L. BAMBERGER & CO. (NEWARK)	3RD FLOOR
August 27	Presentation of Bamberger's college fashions at 2:30 P.M. Publicity: 2:30 P.M. John von Arnold, MArket 2-1212.	
Thursday	SAKS 34TH STREET	2ND FLOOR
August 28	Presentation of teen-age fashions. Press by invitation. Open to public. 11:15 A.M. Publicity: Rita Dobbins, LA. 4-7000.	
Thursday	MARTIN'S (BROOKLYN)	5TH FLOOR
August 28	Showing of college fashions by Martin's College Board at 2:30 P.M. (This 2:30 P.M. is a repeat of the Aug. 4 press show). Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	

Monday	SHOWING OF FALL	MACY'S	SAVOY PLAZA
August 18	PATTERNS AND FABRICS		ROSE ROOM - 3RD FL.
9:30 A.M.	Macy's presents McCall's patterns and Milliken "Lorette" fabric fashion		
Breakfast	show, featuring the Boston O'Neil family (with 12 daughters dressed alike). By invitation only. Showings in Macy's Fabric Dept., 6th Fl., Aug. 18-20, at 12:00 Noon and 2:00 P.M. Publ.: Helen Law, CH. 4-2000, Ext. 2431.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 18	ALEXANDER'S BACK-TO-SCHOOL FASHION SHOW AT 11:00 A.M. (See Page 1).		
Beginning Monday	OPENING OF SPANISH COUTURE COLLECTIONS	SPANISH FESTIVAL OF FASHION	MADRID SPAIN
August 18- August 21	Goetsch & Co. and the High Couture Cooperative of Spain will present the Fashion Festival of Spain, showing couturier collections by Bastida, El Dique Flotante, Pertegaz, Rodriguez and Santa Eulalia. Contact: Robert Dunev, Goetsch y Cia, Serrano, 14, Madrid; or Rosemary Sheehan, CI. 7-8060.		
Beginning Monday	"THE SEVENTEEN LOOK" FROM HEAD TO TOE	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
August 18- Sept. 12	"Seventeen" Magazine October issue presents "The Seventeen Look" and ways to have it in fashions, accessories and beauty, shown in a display at their offices. By appointment; contact: Frances Hodges, PL. 9-8100.		
Beginning August 18	NATIONAL LUGGAGE & LEATHER GOODS SHOW AT PALMER HOUSE, CHICAGO, ILLINOIS. N. Y. Contact: LE. 2-3960.		
August 19	PRIMARY DAY IN NEW YORK (Tuesday).		
Tuesday August 19 10:30 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS FOR TALL GIRLS	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
	Tall Apparel will present a press preview of Fall fashions for tall girls. By invitation only. Publicity: Helen Horchler, VA. 6-4186.		
Cancelled August 19	THE G. HOWARD HODGE PRESS PREVIEW OF MILLINERY IMPORTS, ORIGINALLY SCHEDULED FOR TUESDAY, AUGUST 19 AT 4:00 P.M., HAS BEEN CANCELLED.		
Wednesday August 20 11:00 A.M.	PRESS PREVIEW: BRIDAL GOWNS BY MME. ORO	JAY THORPE	24 WEST 57TH STREET 5TH FL. BRIDAL SALON
	Showing of Jay Thorpe's custom bridal gowns, designed by Mme. Oro. (<u>Note Change of Time</u>). By invitation only. Publicity: Minnie Fite, JU. 6-1000.		
Wednesday August 20 12:15 P.M. Luncheon	"BACK FROM VACATION & BACK TO THE OFFICE"	SAKS 34TH STREET	3RD FLOOR
	Saks 34th will present a box luncheon fashion show for women who work. Press by invitation. Public by reservation. Publ.: Rita Dobbins, LA. 4-7000.		
August 20	KRESGE-NEWARK COLLEGE FASHION SHOWS STARTING AT 12:30 P.M. (See Pg. 1).		
Wednesday August 20 3:30 P.M.	PREVIEW: FASHIONS BY EUROPEAN COUTURIERS	COHN-HALL-MARX CO. (1407 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
	Presentation to the press of a collection of fashions designed in Cohama fabtics by leading Italian, French and Spanish Couturiers. Showing at 4:00 P.M. By invitation only. Contact: Margot McAuliffe, LO. 4-6000.		
Wednesday August 20 4:00 P.M.- 7:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
	Press preview of 1953 Resort and Spring prints at a cocktail party. By invitation only. Publicity: Kay Martin, LO. 5-2140.		
Wednesday August 20 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE DESIGNER	JERRY GILDEN, INC. (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
	Jerry Gilden will invite the press to a cocktail party to meet Sayde Weinberg, their new designer. By invitation only. Contact: Mr. Sig Kayne, LO. 3-0306.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 20 8:30 P.M. Dinner	PREVIEW OF FABIANI'S FALL COLLECTION	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
	Russeks will invite the press to a special dinner showing of Fall fashions by the Italian couturier Fabiani, presenting both his American collection and Italian originals. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.		
August 21	MARTIN'S (BKLYN) TEEN-AGE FASHION SHOW AT 10:00 A.M. (See Page 1).		
Thursday August 21 10:30 A.M.	PRESS PREVIEW OF FRENCH MILLINERY	GLADYS & BELLE	20 WEST 57TH STREET SHOWROOM - 4TH FLOOR
	Gladys & Belle will present a preview of Paris millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Thursday August 21 5:45 P.M.	FASHION SHOWING OF "GLAMOUR" FASHIONS	BONWIT TELLER	8TH FLOOR
	Bonwit Teller will present fashions from "Glamour" Magazine's September issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.		
August 21	NAMM-LOESER'S COLLEGE & CAREER FASHION SHOW AT 6:00 P.M. (See Page 1).		
Sunday August 24- August 28	AMERICAN LEGION NATIONAL CONVENTION IN NEW YORK.		
	Fashion show at Waldorf-Astoria, Grand Ballroom, Sunday afternoon, Aug. 24, 4:30 and 6:00 P.M. with a presentation of "Calvalcade of Fashion" by Gimbel's, Macy's, Stern Bros., and Mr. John's Millinery. Coordinator: Etta Wanger, JU. 6-3110. American Legion Convention Publicity: Helen Brooks, EL. 5-1661.		
Monday August 25 11:00 A.M.	PRESS PREVIEW OF NEW MILLINERY IDEAS	JAY THORPE	4TH FLOOR MILLINERY SALON
	The press will be invited to meet Martin Belasco, and to preview his new ideas in millinery. By invitation. Publ.: Minnie Fite, JU. 6-1000.		
Tuesday August 26 9:30 A.M. Breakfast	PRESS SHOWING OF RESORT COTTONS	HOPE SKILLMAN	1407 BROADWAY SHOWROOM - 29TH FLOOR
	Hope Skillman will present her Resort collection of cottons in an informal show and display at a breakfast for the press. By invitation only. Publicity: Dorothy Johnson Werner, CH. 4-8109.		
Tuesday August 26 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY	MILGRIM	6 WEST 57TH STREET SALON - 6TH FLOOR
	Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Tuesday August 26 12:30 P.M. Luncheon	LUNCHEON FOR FASHION PRESS	BAITCH & CASTALDI, INC. (230 WEST 39TH STREET)	HOTEL PLAZA BAROQUE SUITE
	Baitch & Castaldi will invite the press to a special luncheon, presenting news of fashion significance. By invitation only. Contact: Hilda Sherey, Diamond-Barnett, Inc., MU. 2-7025.		
Wednesday August 27 11:00 A.M. Brioche	PRESS PREVIEW: FALL SHOE COLLECTION	SAKS FIFTH AVENUE	PARK LANE HOTEL LE PETIT SALON
	Saks Fifth Avenue will present their Fall shoe collection to the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7065.		
August 27	RAMBERGER'S COLLEGE SHOW AT 2:30 P.M. (See Pg. 1).		

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Wednesday August 27 4:00 P.M. Cocktails; 4:30 P.M. Showing	WORLD DEBUT OF NEW FIBER: "ACRILAN" Press preview of "Acrilan", Chemstrand Corporation's new acrylic textile fiber, featuring a fashion show, fabric exhibit, and fact forum with firm's officials. By invitation. Chemstrand Public Relations Director: James Bixby, LA. 4-7200. Acrilan Fashion Publicity: Ann R. Silver, MU. 7-8654.	CHEMSTRAND CORP. (350 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
Wednesday August 27 4:00 P.M.	PREVIEW OF "SEVENTEEN" FASHIONS Presentation of back-to-school and date fashions from "Seventeen" Magazine's August and September issues. Contact: Jeannette Smith, MITCHELL 2-8000.	KRESGE-NEWARK	7TH FLOOR REGIMENTAL ROOM
Thursday August 28 9:30 A.M. Breakfast	PREVIEW OF SCOTCH TWEED COLLECTION Private press showing, during breakfast, of Peck & Peck's Scotch tweed collection. By invitation only. Publicity: Mrs. D.J. Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FLOOR
August 28	SAKS 34TH STREET BACK-TO-SCHOOL FASHION SHOW AT 11:15 A.M. (See Page 1).		
Thursday August 28- Sept. 7	CALIFORNIA STATE FAIR IN SACRAMENTO Annual exposition and Pageant of California Fashions. Publicity: Bert F. Williams, Box 2036, Sacramento, California.		
Sept. 1	LABOR DAY (Legal Holiday -- Monday).		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 2	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. PUBL.: CONSTANCE WOODWORTH PL. 5-2600 (Also, French Imports) (Note Change of Date and Time).
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE. PUBL.: FLORENCE NEFF PL. 3-7300
Monday Sept. 8	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST. PUBL.: GERTRUDE LETTESE CI. 7-7200
Monday Sept. 8	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON CI. 7-1100 (Also showing French Import Collection)
Tuesday Sept. 9	<u>SAKS FIFTH AVE.</u> At 9:00 P.M.	611 FIFTH AVE. PUBL.: CAROLYN HAIGHT PL. 3-4000 (Designed by Sophie) (Note Change of Date and Time).
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL.: RASPONI ASSOC. TE. 8-8171

Beginning Tuesday Sept. 2	"HOLI-DATE" WITH del MAR Daily showings of Holiday collection of dresses and coordinates. Press by appointment. Publicity: Ken R. Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday Sept. 2	OPENING OF HOLIDAY SEPARATES COLLECTION By appointment. Contact: PE. 6-8537. Publ.: The Miles, CH. 2-2344.	HERBERT LABANDTER, INC.	1384 BROADWAY SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 2	COCKTAIL AND EVENING SHOE COLLECTIONS	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
	The Guild of Better Shoe Manufacturers will present their cocktail, evening and early Spring shoe collections in individual members' showrooms. Composite display at the Guild office, Room 312, Shelburne Hotel. By appointment only. Members include: Newton Elkin, Jerro Brothers, John Marino, Palter DeLiso, Zuckerman & Fox, M. Wolf, Andrew Geller, I. Miller. Publicity: Doris Beechman, MU. 9-5200.		
Wednesday Sept. 3 10:00 A.M.	DESIGN AND COLOR TRENDS FOR SPRING	NATIONAL SHOE RETAILERS ASS'N.	WALDORF-ASTORIA GRAND BALLROOM
	The National Shoe Retailers Ass'n will hold a style conference covering fabrics, silhouettes, millinery, shoes, bags, gloves and other accessories. This entire program and presentation will be made by the staff of "Vogue" Magazine. Contact: Mrs. Thelma Hennessey or Mr. L.E. Langston, MU. 6-7520.		
Wednesday Sept. 3 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS AT LUNCHEON SHOW	BEST & CO.	WALDORF-ASTORIA STARLIGHT ROOF
	Presentation of David Crystal Fall dresses and suits, available at Best & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: David Crystal -- Terry Mayer, BR. 9-6560; Best & Co. -- Madlyn Grimes, PL. 9-2000; Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday Sept. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL SHOE COLLECTION	THE TAILORED WOMAN	STREET FLOOR
	The Tailored Woman will present their new Fall and Winter shoe collection, featuring exclusive designs by Anthony Mascioli; and "Senorinas", new medium-priced group of "career girl" shoes. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.		
Sept. 3	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 4).		
Thursday Sept. 4 12:15 P.M.; 6:00 P.M.	MILLINERY IMPORTS & SAKS 34TH COPIES	SAKS 34TH STREET	4TH FLOOR
	Presentation of French and Italian millinery originals, and Saks 34th "carbon copies". Open to public. Publicity: Rita Dobbins, LA. 4-7000.		
Thursday Sept. 4 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM ORIGINALS	LA BOUTIQUE DE ZITA, INC. 44 EAST 64TH STREET SALON	
	The press will be invited to a luncheon preview of custom-made separates and "frivolities". By invitation. Publ.: Alyce Green, TE. 8-7218.		
Thursday Sept. 4 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW	JAY THORPE	HOTEL PLAZA TERRACE ROOM
	Jay Thorpe will present Fall fashions by Eldreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ.: Elfreda-Fox -- Gladys Steiner, MU. 9-1630; Jay Thorpe--Minnie Fite, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 4 12:30 P.M. Luncheon	TEEN-AGE FASHIONS AT LUNCHEON SHOW	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
	Saks Fifth Avenue will present teen-age fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks 5th Avenue Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.		

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Thursday Sept. 4 12:30 P.M. Luncheon	PRESS PREVIEW OF LEATHER TREATMENTS Press luncheon showing leather treatments and finishes in new colors for Spring 1953. The 41st Semi-Annual Leather Show, with displays by about 90 tanning firms, will take place in the Grand Ballroom on <u>Thurs., Sept. 4,</u> from 11:00 A.M. to 8:00 P.M.; and <u>Friday, Sept. 5, from 9:00 A.M. to 5:00 P.M.</u> By invitation. Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Thursday Sept. 4 2:00 P.M.	SWIMSUIT FASHION SHOW IN CALIFORNIA Cole of California's swimsuits, sun dresses, and after-swim fashions for Misses, Juniors (9-15), Girls (9-15), Girls (7-14), Little Girls and Boys (2-6), will be shown in Cole's new "Swim Lanai." <u>Press preview, Thursday, Sept. 4, 2:00 P.M.; Buyers' preview, Friday, Sept. 5, 9:30 A.M.; Buying Offices, Friday, Sept. 5, 2:00 P.M.</u> Contact: Margot Mallary, Adv. Mgr., Cole of California, Pacific Blvd. and Fruitland Ave., Los Angeles.	COLE OF CALIFORNIA	846 SO. BROADWAY LOS ANGELES, CALIF.
Thursday Sept. 4 5:45 P.M.	FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE Fashions from "Charm" Magazine's September issue at Bonwit Teller. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Friday Sept. 5 9:30 A.M. Breakfast	PRESS BREAKFAST: FASHIONS FOR TALL GIRLS Tall Wear will present a press showing of Fall fashions for tall girls. By invitation. Contact: Sylvia of Tall Wear, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET
Friday Sept. 5 2:30 P.M.	READY-TO-WEAR FASHIONS FOR FALL Jay Thorpe will present Fall ready-to-wear from leading designers at a showing for customers. Publicity: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR
Sept. 8	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 4).		
Sept. 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 4).		
Monday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION The Fall custom order collection will be presented to the press by Mme. E. Garnett. <u>Showing to customers, Tuesday, Sept. 9 at 2:30 P.M.</u> Publicity: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Beginning Monday Sept. 8	MARKET WEEK IN LOS ANGELES Contact: California Resort Wear Guild, 740 So. Broadway, L.A. 14, Calif.	CALIFORNIA RESORT WEAR GUILD	740 SO. BROADWAY LOS ANGELES, CALIF.
Monday Sept. 8- Sept. 9	FIFTEENTH ANNUAL FALL FASHION EXPOSITION Neiman-Marcus will present their Awards for distinguished service in the field of fashion at a fashion showing, followed by a formal ball Monday evening. Exposition will be open to the public Tuesday evening. Entire proceeds for Dallas Museum of Fine Arts. Contact: Kay Kerr, LO. 4-1200. in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS, TEXAS
Sept. 8	ANNUAL NAT'L BEAUTY TRADES SHOW AT HOTEL STATLER. Contact: OR. 4-1428.		

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Tuesday Sept. 9 9:00 A.M. Breakfast	PRESS PREVIEW OF FLOWER NOVELTIES Aster Flower Co. presents a collection of flower novelties. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ASTER FLOWER CO.	11 WEST 37TH STREET SHOWROOM-MAIN FLOOR
Tuesday Sept. 9 3:30 P.M.	HOLIDAY COLLECTION BY MIGUEL DORIAN Arnold-Fox presents a Holiday collection of cocktail and evening dresses by Miguel Dorian. Also, a special group of original imports. <u>Showings for the trade:</u> Sept. 10, 11, 16, 17, 18 at 3:30 P.M. By invitation only. Publicity: Pauline Greene, MU. 5-3164.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Sept. 9	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 9:00 P.M. (See Pg. 4).		
Beginning Tuesday Sept. 9	OPENING OF HOLIDAY COLLECTION Horwitz & Duberman will present their Holiday collection at continuous daily showings. Contact: Bill Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday Sept. 10 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will present a collection of Howard Greer of California fashions for Fall. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR SALON
Wednesday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Fall and Winter custom millinery by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Wednesday Sept. 10 12:30 P.M. Luncheon	LARRY ALDRICH FALL COLLECTION Bonwit Teller will present Larry Aldrich's Fall dress collection during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Larry Aldrich Contact: CH. 4-1872. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Sept. 10	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Thursday Sept. 11 10:00 A.M. Breakfast	JACQUES FATH COLLECTION BY JOSEPH HALPERT Lord & Taylor presents the Jacques Fath collection by Joseph Halpert at a breakfast preview for the press. By invitation only. Informal showings, Sept. 15, 16, 17, from 1:15 P.M. to 3:30 P.M., 3rd floor, Dress Salon. Publicity: Gloria Carr, WI. 7-3300, Ext. 330.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Thursday Sept. 11 12:30 P.M. Luncheon	SEPARATES AND SUITS AT LUNCHEON SHOW David Crystal's "Pieces of Eight" collection, as shown in Sept. 1 "Vogue". Also, Haymaker separates, Izod of London shirts and Lady Northcool suits will be presented during luncheon. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DAVID CRYSTAL (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 11 5:45 P.M.	FALL FASHIONS FROM "MADEMOISELLE" Bonwit Teller will show fashions from "Mademoiselle" Magazine's September issue. Press invited. Open to public. Publ.: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Sunday Sept. 14- Sept. 18	RESORT AND CRUISE SHOWINGS IN MIAMI Contact: Leonard Grossman, executive director, Miami, Florida.	MIAMI FASHION COUNCIL	CASABLANCA HOTEL MIAMI BEACH, FLA.
Monday Sept. 15 11:00 A.M.	IRENE OF HOLLYWOOD FALL COLLECTION Irene of Hollywood's Fall collection will be shown to the press by Jay Thorpe. By invitation only. Showing to customers at 2:30 P.M. Publicity: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR
Monday Sept. 15 12:30 P.M. Luncheon	SHOWING OF FALL COATS AND SUITS Saks Fifth Avenue will present a preview of Fall coats and suits by Carmel, Ben Gershel, Mangone, Monte Sano and Pruzan, and Ben Zuckerman during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Saks Fifth Avenue -- Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 16 12:30 P.M. Luncheon	AMERICAN FASHION CRITICS' AWARD Tenth Annual American Fashion Critics' Award, sponsored by Coty, Inc., with a fashion show following the presentation of awards. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Sept. 17 9:00 A.M. Coffee	FALL FASHION SHOW FOR PRESS Bloomingdale's will present a collection of Fall coats, suits and dresses. By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	SPECIALTY SHOP GREEN ROOM - 3RD FL.
Wednesday Sept. 17 12:30 P.M. Luncheon	FASHION SHOW FOR 127TH ANNIVERSARY Arnold Constable will present Fall and Winter fashions at a luncheon show celebrating their 127th anniversary. Press by invitation. Public by reservation; contact: TE. 8-8000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 17 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 17 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 17 4:30 P.M. Cocktails	PRESS PREVIEW OF NEW DRENE SHAMPOO Procter and Gamble will present an entirely new Drene shampoo. By invitation. Contact: Pauline Bowie, Edward L. Bernays, TE. 8-5000.	PROCTER & GAMBLE CO.	STORK CLUB 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON - 3RD FLOOR
Thursday Sept. 18 12:30 P.M. Luncheon	MOLLIE PARNIS FALL COLLECTION Bonwit Teller will present Mollie Parnis' Fall collection during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Bonwit Teller Contact: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 18 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present their Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ. and Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC. (13 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. <u>(Note Change of Date and Place)</u> . Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Doris Richon, MU. 8-2000. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 18 5:45 P.M.	SHOWING OF FASHIONS FROM "GLAMOUR" MAGAZINE Presentation of fashions from "Glamour" Magazine's September issue. Press invited. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Sept. 20	ROSH HASHONAH -- FIRST DAY OF JEWISH NEW YEAR (Saturday).		
Sept. 21	ROSH HASHONAH -- SECOND DAY OF JEWISH NEW YEAR (Sunday).		
Monday Sept. 22 12:30 P.M. Luncheon	PARIS IMPORTS AND COPIES AT LUNCHEON Gimbels will present Paris fashions and copies at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Gay Stearns, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA BALLROOM
Tuesday Sept. 23 9:30 A.M. Breakfast	OPENING OF 1953 SWIMSUIT COLLECTION Jantzen will present their collection of 1953 swimsuits and sunclothes for women, men and children. By invitation. Publ.: Grace Hill, LO. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 23 11:00 A.M.	PREVIEW OF HOLIDAY AND RESORT COLLECTION Press preview of Benham Originals -- Holiday and Resort collection. <u>(Note Change of Date and Time)</u> . By invitation only. Daily trade show- ings thereafter at 2:30 P.M. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 23 12:15 P.M. Luncheon	FRENCH IMPORTS AT LUNCHEON MEETING Report and showing of Paris collections. (More details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 23 12:30 P.M. Luncheon	PATTULLO-JO COPELAND FASHIONS AT LUNCHEON Saks Fifth Avenue will present Fall fashions by Jo Copeland of Pattullo at a luncheon for wives of American College of Surgeons. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Presentation of fashions for Fall by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 24 12:30 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits. Press by invitation. Public by reservation; contact: TE. 8-8000. Mimi Pearce contact: RE.7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW SWIMSUITS Parform's press preview of new swimsuits for 1953. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PARFORM, INC. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Thursday Sept. 25 11:00 A.M. Aperitif	PRESS PREVIEWS: SEA NYMPH JORDAN MFG. CO. & de GIVENCHY SWIMSUITS (1410 BROADWAY) Jordan Mfg. Co. will present a new line of swimsuits, designed by Hubert de Givenchy; also their own Sea Nymph collection for 1953. (Note Change of Time). By invitation only. Jordan Publ.: Jack Shor, WI. 7-6700. de Givenchy Publicity: Ruth Hammer Assoc., EL. 5-7108.		(PLACE TO BE ANNOUNCED)
Thursday Sept. 25 12:30 P.M. Luncheon	HARVEY BERIN'S FALL COLLECTION Bonwit Teller will present Harvey Berin's Fall dress collection at a luncheon show. Press by invitation. Public by reservation. Bonwit Publ.: Nancy Talbert, EL. 5-6800. Waldorf Publ.: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 25 12:30 P.M. Luncheon	ANNA MILLER FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present Fall fashions by Anna Miller. Press by invitation. Public by reservation. Saks 5th Ave, Publicity: Carolyn Haight, PL. 3-4000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 29	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Monday).		

Beginning Monday Oct. 6	OPENING OF SPRING SPORTSWEAR LINES Opening of Resort and Spring sportswear collections. ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLUM CO.	MANUFACTURERS' SHOWROOMS Members include: ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
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 * THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE *
